GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2510
ANSWERED ON:01.08.2016
Showcase of India's Tourism Abroad
Danve Shri Raosaheb Patil;Mahendran Shri C.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has taken any initiative to showcase India"s tourism at the international stage for promoting tourism;
(b) if so, the details of promotional activities/schemes undertaken by the Government during the last three years and the current year to showcase India"s tourism potential abroad along with the funds allocated and expenditure incurred on such schemes during the said period;
(c) whether the Government has received proposals from the various State Governments to promote tourism in their respective States;
(d) if so, the details thereof along with the status of the said proposals, State/UT-wise including Maharashtra; and
(e) whether the Government has identified sites for setting up Tourist Centres in the country during the last three years and the current year, if so, the details thereof, State/UT-wise including Tamil Nadu?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) and (b): The Ministry of Tourism, as part of its on-going activities, regularly releases print, electronic, online and outdoor media campaigns in the international markets, under the "Incredible India" brand-line, to promote various tourism destinations and products of India with the objective of increasing foreign tourist arrivals to the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential and promoting tourism to the country. These include participation in travel fairs and exhibitions; organising Road Shows, "Know India" seminars & workshops; organizing and supporting Indian food festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

Financial support is also extended under the Marketing Development Assistance Scheme to approved service providers and State Governments/Union Territories for promotional activities undertaken by them in the overseas markets including Sales-cum- study tours, participation in Fairs/Exhibitions and Road Shows and production of publicity material, Sales Tours etc.

The details of budget allocation and expenditure incurred under the 'Restructured Scheme of Overseas Marketing Promotion and Publicity including Marketing Development Assistance' for the last 3 years including the current year is as under:
<pre> (Rs. in crore)
Financial Year Funds Allocated Budget Estimate (B.E.) Funds allocated Revised Estimate (R.E.) Expenditure Incurred
2013−14 350.00 216.00 195.29
2014−15 330.00 164.00 166.36
2015−16 330.00 190.05 170.83
2016-17 300.00 -- 11.19* (tentative)
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* Expenditure incurred from 1st April, 2016 to 15th July, 2016.

(c) to (e): For development of tourism infrastructure in the country, the Ministry of Tourism has launched two new schemes in 2014-15 i.e. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASAD- Pilgrimage Rejuvenation and Spiritual Augmentation Drive. Under Swadesh Darshan scheme thirteen thematic circuits have been identified for development namely; North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit. Under PRASAD scheme also thirteen sites have been identified for development namely: Amritsar, Ajmer, Kedarnath, Dwarka, Mathura, Varanasi, Gaya, Kamakhya, Puri, Amaravati, Kanchipuram, Vellankanni and Patna.
The projects sanctioned under the said schemes are attached as Annexure.
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